

## ORDER



**Orders**  
**Order / Rev:** 721217  
**Alt Order #:** 06367334  
**Product Desc:** SOBHANI FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/10/12 - 10/16/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** SRH Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 2204 Countryside Drive  
 Silver Spring, MD 20905

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sobhani, R / I / Senator  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	71	\$74,300.00	\$63,155.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	71	\$74,300.00	\$63,155.00	0.00
<b>Totals</b>	<b>71</b>	<b>\$74,300.00</b>	<b>\$63,155.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/10/12	10/12/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$450.00		0.00				
E 2	WUSA	10/10/12	10/12/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$800.00		0.00				
E 3	WUSA	10/10/12	10/12/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$400.00		0.00				
E 4	WUSA	10/10/12	10/12/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$400.00		0.00				
E 5	WUSA	10/10/12	10/12/12	930-10a The Insider	CM	930-10a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$400.00		0.00				
E 6	WUSA	10/10/12	10/12/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--			3		\$1,500.00		0.00				

Order / Rev: 721217  
 Alt Order #: 06367334  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Sobhani, R / I / Senator  
 Product Desc: SOBHANI FOR SENATE  
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	10/10/12	10/12/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$1,500.00		0.00						
E 8	WUSA	10/10/12	10/12/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$1,200.00		0.00						
E 9	WUSA	10/10/12	10/12/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$1,500.00		0.00						
E 10	WUSA	10/10/12	10/12/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$1,500.00		0.00						
E 11	WUSA	10/10/12	10/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF-S	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF-S	4		\$2,500.00		0.00						
E 12	WUSA	10/10/12	10/12/12	Letterman Late Night with Davi	CM	1135P-1237A (11:35 PM-12:35 XM)	--WTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$900.00		0.00						
E 13	WUSA	10/13/12	10/13/12	8-10a Sa CBS This Morning CBS This Morning: Sa	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$300.00		0.00						
E 14	WUSA	10/14/12	10/14/12	1135p-1205a Game On Game On Sun Night	CM	1135p-1205a/1205-	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$600.00		0.00						
E 15	WUSA	10/10/12	10/12/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$250.00		0.00						
E 16	WUSA	10/13/12	10/13/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$2,000.00		0.00						
E 17	WUSA	10/14/12	10/14/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,500.00		0.00						
E 18	WUSA	10/14/12	10/14/12	9 News @ 630p Sun 9 News @ 630PM Sunda	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$900.00		0.00						
E 19	WUSA	10/15/12	10/16/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
E 20	WUSA	10/15/12	10/16/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$800.00		0.00						
E 21	WUSA	10/15/12	10/16/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Sobhani, R / I / Senator  
 Product Desc: SOBHANI FOR SENATE  
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	10/15/12	10/16/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$400.00		0.00			
E 22	WUSA	10/15/12	10/16/12	9-930a Inside Edition	CM	9-930a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$400.00		0.00			
E 23	WUSA	10/15/12	10/16/12	930-10a The Insider	CM	930-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$400.00		0.00			
E 24	WUSA	10/15/12	10/16/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$1,500.00		0.00			
E 25	WUSA	10/15/12	10/16/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$1,500.00		0.00			
E 26	WUSA	10/15/12	10/16/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$1,200.00		0.00			
E 27	WUSA	10/15/12	10/16/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$1,500.00		0.00			
E 28	WUSA	10/15/12	10/16/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$1,500.00		0.00			
E 29	WUSA	10/15/12	10/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$2,500.00		0.00			
E 30	WUSA	10/15/12	10/16/12	Letterman Late Night with Davi	CM	1135P-1237A (11:35 PM-12:35 XM)	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$900.00		0.00			
E 31	WUSA	10/15/12	10/16/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-----		2				\$250.00		0.00			
Totals													71	\$74,300.00	